

## ORDER



KLAS

Orders	Order / Rev:	36908
	Alt Order #:	08838329
	Product Desc:	Issue
	Estimate:	1565
	Flight Dates:	08/07/12 - 08/14/12
	Original Date / Rev:	08/06/12 / 08/06/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	<u>Waterfront Strategies</u>
	Buying Contact:	_____
	Billing Contact:	_____
		<u>1010 Wisconsin Avenue</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Patriot Majority
	Demographic:	A35+
	Product Codes:	PO4
	Priority:	LV1
	Revenue Codes:	AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	27	\$32,875.00	\$27,943.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	27	\$32,875.00	\$27,943.75	0.00
Totals	27	\$32,875.00	\$27,943.75	0.00

### **Account Executives**

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	North America	USA	Start Of Order - End Of Order	100%

Mike Jones Start Of Order End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$32,875.00
Market	100%	\$109,582.32

For more information about the study, please contact Dr. Michael J. Hwang at (319) 356-4000 or email at [mhwang@uiowa.edu](mailto:mhwang@uiowa.edu).

Competitive Share	Share	Total
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CABLE 0% \$0.00

KBLR 0% \$0.00

KFBT 0% \$0.00

KINC 0% \$0.00

KTNV 25% \$27,395.83

KTUD 0% \$0.00

KVBC 0% \$0.00

KVVU 5% \$5,479.17

KVWB 0% \$0.00

LV1 0% \$0.00

UNKNW 0% \$0.00

**Order / Rev:** 36908  
**Alt Order #:** 08838329  
**Flight Dates:** 08/07/12 - 08/14/12

**Advertiser:** Patriot Majority  
**Product Desc:** Issue  
**Estimate:** 1565

KLAS

Order / Rev: 36908  
Alt Order #: 08838329  
Flight Dates: 08/07/12 - 08/14/12

Advertiser: Patriot Majority  
Product Desc: Issue  
Estimate: 1565

KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>LATE LATE SHOW</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
		Week: 08/07/12	08/13/12	MTWTF--		2	CM	7-8p		-----S	:30	1 \$12,000.00	LV1	0.00	NM		
E 14	8	08/12/12	08/12/12	Sun 7-8p 60 Minutes												1	\$12,000.00
<b>60 MINUTES</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
		Week: 08/06/12	08/12/12	-----S			1	\$12,000.00	0.00								
															Totals	27	\$32,875.00